



INSTANTWORKS

The Smart Way to Hire Professionals

A trusted, technology-driven marketplace for local services

Customers post what they need. Verified professionals compete for the opportunity. InstantWorks makes the connection more relevant, transparent and affordable.

INVESTOR COMPANY PITCH DECK

Pre-launch / early-stage business plan

InstantWorks in one page

A marketplace designed around the economics of the professional as well as the needs of the customer.

THE PROBLEM

Finding a trustworthy professional is fragmented. Providers also spend time and money chasing leads that may be irrelevant, low-intent or duplicated.

THE SOLUTION

A single digital marketplace where customers describe a job, receive relevant proposals from verified professionals, compare options and hire with confidence.

THE MODEL

Affordable provider subscriptions, with future monetisation layers built around premium visibility, business tools and value-added services.

Why now

- Smartphones and digital payments make local services easier to transact online.
- Customers increasingly expect ratings, profiles, price transparency and digital communication.
- Independent professionals need a predictable, cost-efficient way to acquire customers.
- AI can structure vague customer requests before they reach professionals.

The local-services market is still fragmented

The pain is two-sided: customers struggle with trust; professionals struggle with efficient customer acquisition.

FOR CUSTOMERS

- Hard to identify genuinely capable professionals.
- Quality, pricing and availability are difficult to compare.
- Phone calls and messaging can create spam and uncertainty.
- Large projects often require several different trades.

FOR PROFESSIONALS

- Customer acquisition can become expensive or unpredictable.
- Time is lost on enquiries that never convert.
- Small providers often lack sophisticated marketing tools.
- Reputation and proof of work are difficult to present consistently online.

THE GAP: a marketplace can create more value when it optimises not only for customer matching, but also for professional economics, lead relevance and trust.

A structured hiring journey instead of a phone-number directory

InstantWorks turns a vague service request into a comparable, trackable hiring process.

01 POST

Customer describes the job, budget, location, timing and requirements.

02 VERIFY

Platform checks provider eligibility, profile completeness and relevant credentials.

03 MATCH

Requests are routed toward professionals whose skills, location and availability fit.

04 COMPARE

Customer reviews profiles, ratings, experience and proposals.

05 HIRE

Customer chooses a professional and communicates through the platform.

06 REVIEW

Completed work feeds ratings, reputation and quality signals back into the marketplace.

Built for two customers, not one

The marketplace succeeds only when both sides see measurable value.

CUSTOMER EXPERIENCE

- Guided job posting
- Category + location matching
- Multiple professional proposals
- Profile, rating and portfolio comparison
- In-platform communication
- Booking / status tracking
- Review and dispute workflows

PROFESSIONAL EXPERIENCE

- Verified business profile
- Service-area and skill controls
- Relevant job feed
- Quote / proposal tools
- Lead and customer management
- Subscription dashboard
- Ratings, portfolio and performance analytics

Product principle

The platform should reduce wasted conversations, not simply create more conversations.

Trust is a product feature

Verification is not a badge alone; it is a system of checks, signals and accountability.

Identity & KYC

Validate identity and business information where applicable.

Skill Evidence

Capture trade experience, certifications, portfolio and service categories.

Location Fit

Prioritise professionals who actually serve the customer's area.

Ratings

Use completed-job feedback to build a reputation layer.

Fraud Controls

Detect suspicious profiles, duplicate activity and abnormal behaviour.

Dispute Process

Create clear escalation, evidence and resolution workflows.

Goal: make “verified professional” a meaningful marketplace signal, not a marketing label.

AI should improve the transaction — not become a gimmick

The first AI use cases are practical: better job descriptions, better matching and better decisions.

AI Job Assistant

Turns a customer's plain-language description into a structured service request.

Smart Matching

Ranks professionals using category, location, skills, availability, reputation and job fit.

Quote Support

Helps professionals understand requirements and prepare clearer proposals.

Customer Comparison

Summarises proposals, trade-offs and profile signals in plain language.

Fraud / Quality Signals

Flags suspicious patterns for human review.

Support Automation

Handles routine questions while escalating complex issues to people.

Important: AI supports decisions; it does not replace verification or accountability.

Affordable subscription for professionals

The core proposition: predictable acquisition cost instead of an open-ended lead-spend mindset.

PROPOSED STARTING STRUCTURE

ENTRY

From ₹599/mo
Core profile • relevant opportunities • basic tools

GROWTH

Mid-tier
Higher visibility • analytics • advanced business tools

PREMIUM

Up to ₹1,999/mo
Priority features • advanced tools • enhanced visibility

Potential future revenue layers

- Premium placement / visibility packages
- Business software and analytics
- Transaction or booking fees where value is created
- Verification / compliance services
- B2B partnerships and enterprise accounts
- AI-powered professional tools

Pricing is a pilot assumption and should be validated city-by-city against conversion, retention and provider ROI.

The professional-side value proposition is the growth engine

If providers earn more than they spend, retention becomes a business advantage.

LOWER

Predictable acquisition cost

RELEVANT

Better-fit job opportunities

VISIBLE

Digital profile + portfolio

REPEATABLE

Ongoing customer pipeline

Provider economics

- A low fixed subscription can be easier to budget than unpredictable lead-by-lead spending.
- The platform can reward profile quality, responsiveness and successful outcomes.
- Professionals keep control over the services, areas and job types they want to pursue.
- A strong digital reputation can become a reusable business asset.

The category is validated — the opportunity is in the model

Existing platforms prove demand, but they use different combinations of marketplace, lead, advertising and managed-service models.

Platform		Core journey	Monetisation	Positioning
Thumbtack		Project → local pros	Lead / marketplace	Broad local services
Bark		Request → matched pros	Pay per chosen lead	Hundreds of categories
Urban Company		Book managed at-home service	Service / partner economics	Strong India presence
Angi		Project → matched home pros	Advertising / marketplace	Large home-services network
Houzz		Design / renovation discovery	Marketplace / advertising	Home design ecosystem
InstantWorks		Post → proposals → compare → hire	Affordable subscription first	Trust + local services + provider economics

Competitive facts: Bark describes a pay-per-lead model; Urban Company operates a broad at-home service network; Angi operates a large home-services marketplace.

Where InstantWorks can win

The advantage is a system, not a single feature.

1

PROFESSIONAL-FIRST ECONOMICS

Start with a nominal, predictable subscription designed for small and independent providers.

2

QUALITY OVER VOLUME

Prioritise relevant opportunities instead of maximising the number of leads sent to a provider.

3

PROJECT-FIRST FLOW

Customer requirements become structured projects, enabling multiple proposals and better comparison.

4

LOCAL TRUST LAYER

Build city-level verification, service-area knowledge and reputation signals.

5

AI WHERE IT MATTERS

Use AI to reduce ambiguity and mismatch, while human processes handle trust and disputes.

Positioning: “A trusted, affordable marketplace built around the economics of local professionals.”

Win one city before trying to win a country

The marketplace should be built city-by-city, category-by-category, with supply density as the first milestone.

PHASE 1

DELHI NCR

Seed verified professionals in high-frequency categories; launch with a focused customer acquisition campaign.

PHASE 2

DENSITY

Build enough supply in each micro-market to make matching useful and response times fast.

PHASE 3

MAJOR CITIES

Expand into selected metros using a repeatable provider-onboarding and verification playbook.

PHASE 4

PAN-INDIA

Scale the marketplace network, brand and technology after product-market fit is proven.

Initial acquisition channels

- Targeted digital ads by service + locality
- Provider referrals and local partnerships
- Construction / interior ecosystem partnerships
- Customer referral loops
- City-level field verification and onboarding

The business gets stronger as local density increases

More quality supply improves customer choice; more successful jobs improve provider ROI and reputation.



Successful jobs

→ better ratings → stronger conversion → better provider economics → stronger retention

The subscription model scales with provider density

Illustrative scenarios only — actual economics should be validated through the pilot.

5,000 paid providers

₹599avg / month

₹29+lakh / month

₹3.5+ crore / year

50,000 paid providers

₹1099avg / month

₹5.4+ crore / month

₹65+ crore / year

100,000 paid providers

₹1099 avg / month

₹10+ crore / month

₹130+ crore / year

What must be proven before scaling

- Provider activation → paid conversion
- Monthly retention / churn
- Jobs or qualified opportunities per provider
- Customer acquisition cost and repeat rate
- Contribution margin after support, verification and payment costs

Build the trust infrastructure first; add complexity after proof

A disciplined roadmap protects capital and keeps the product focused.

0-3 MONTHS

FOUNDATION

Entity + brand + core web platform
+ provider onboarding +
verification workflow

3-6 MONTHS

PILOT

Delhi NCR launch + first provider
cohort + customer acquisition +
pricing experiments

6-12 MONTHS

PMF

Improve matching, retention,
reviews, provider tools and repeat
usage

12-24 MONTHS

SCALE

Additional cities + AI layer +
operational playbooks +
partnerships

24M+

NETWORK

Pan-India expansion, deeper
financial products / tools and
selective international markets

Milestone discipline: do not expand geography faster than service quality and marketplace liquidity can support.

We know what can break a marketplace

The strategy is designed around the hardest operational risks, not just user acquisition.

Low supply density

Launch narrowly; measure category + locality liquidity before expansion.

Low customer trust

Transparent profiles, reviews, communication and clear dispute workflows.

Fraud / spam

KYC signals, anomaly detection, reporting and human escalation.

Poor provider quality

Verification, ratings, evidence, complaints and periodic review.

Provider churn

Track provider ROI; improve job relevance and business tools.

Two-sided CAC

Use referral loops, local partnerships and density before broad paid expansion.

Capital should buy marketplace liquidity — not vanity growth

Use of funds should be tied to measurable milestones.



Funding amount: to be set after the initial pilot budget, provider acquisition target and 12–18 month runway are finalised.

Why InstantWorks can become a large platform

A fragmented, recurring market + network effects + recurring provider revenue + technology leverage.

LARGE FRAGMENTED SUPPLY

Millions of independent and small service businesses operate without a strong digital customer-acquisition layer.

RECURRING REVENUE

Professionals can remain subscribers when the platform consistently generates measurable business value.

NETWORK EFFECTS

More quality supply improves customer choice; more successful transactions strengthen reputation and retention.

The thesis

InstantWorks is not trying to invent a new need. It is trying to build a better operating layer for an existing need: finding, evaluating and hiring reliable local professionals.

If the company can prove provider ROI, customer trust and city-level liquidity, the model can be replicated across categories and geographies.

The people building InstantWorks

Replace the placeholders below with your final founder and team information before investor circulation.

FOUNDER

Founder / CEO

[Afjal Ansari]

Vision, product direction, business development and strategic partnerships.

TECHNOLOGY

[CTO / Technology Partner]

Platform engineering, architecture, AI, security and data.

OPERATIONS

[Operations / Growth Lead]

Provider acquisition, city operations, customer support and quality.

Investor note

Do not overstate the team. A credible early-stage deck is stronger when responsibilities, gaps and hiring priorities are explicit.

InstantWorks

₹50 lakh for 10% equity | Pre-money valuation: ₹5 crore





Raise

₹50L

Total Raise
Fifty lakh rupees

10%

Equity Offered
Of InstantWorks

₹5Cr

Pre-money Valuation
Implied valuation

18mo

Runway
12–18 months post-funding

Instrument: Equity /SAFE /Convertible (to be finalised with investors)

Use of Funds



40% — ₹20 lakh · Product & Engineering

Core marketplace, mobile experience, payments, AI matching, security, analytics

25% — ₹12.5 lakh · Supply Acquisition & Verification

Provider onboarding, KYC, city operations, partnerships, local launch activities

20% — ₹10 lakh · Customer Growth & Marketing

Performance ads, referral programs, content, launch campaigns in Delhi NCR

10% — ₹5 lakh · Operations, Trust & Support

Customer support, dispute resolution, quality controls, compliance

5% — ₹2.5 lakh · Working Capital & Contingency

Lean operating buffer and unexpected costs

Milestones Targeted

1

Launch & Validate Delhi NCR Pilot

Prove the model in our first target market

2

Onboard 3,000–4,000 Verified Professionals

Build a trusted, KYC-verified supply base

3

Achieve Strong Monthly Job Volume & Renewals

Drive completed-job volume and provider retention

4

Clear Provider ROI Before Scaling

Reach repeat usage proof points before expanding to more cities

